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Volunteer Win The War Campaign

THE Canadian Motion Picture Industry has volunteered its service to the Governments of the Dominion of Canada, mobilizing its forces from coast to coast in the Dominion, on a "Win The War Campaign" under the sponsorship of the Canadian Picture Pioneers and the chairmanship of Mr. N. L. Nathanson.

The Canadian Picture Pioneers has, since the taking out of its Charter, and its formation, had in view the necessity for a consolidated and mobilized film service in Canada, since this Industry more than any other has a public contact which reaches millions of people daily.

The Canadian Motion Picture Industry did not wait for the Dominion Government to conscript its services personally, or its Industry. We of Motion Pictures have been voluntarily giving our services to The Allies by admitting soldiers in uniform to our theatres free, presenting Government-made films and trailers, by distributing and fostering pictures which told the people of Canada the British side of this war-story.

In 1914-15, the theatres across the Dominion of Canada were utilized for Recruiting, for the sale of War Certificates and Bonds, for Campaign Collection Bureaus. We opened our theatres for speakers, we gave our staffs, our executives and employees for War Service and because of an united spirit of giving, and fighting, The Allies Won The War.

We are going to Win This War, but we cannot win it waiting for the other fellow to do the work, waiting for him to fight and die for us. We who are not in the Army, the Navy or the Air Force are volunteers for Home Defence, and Home Defence means a mobilization of what we have to give. There is not one of us that cannot contribute something which will help to Win The War. Remember, that we, Britishers have not been defeated, because we have not yet fought any battle on our own soil in which we have not chased off The Invaders.

The March of Hitler, terrifying as it is to civilized nations, including the people who are citizens of the nations which have been invaded, this Hitler March holds no personal terror for us, it but strengthens our resolve, our courage and determination that this March shall cease, not only cease but retreat; and that in our Battle for Freedom, our Defence of Liberty, of Human Rights, we will win such a victory as will make it impossible for any military power to write this dark page in the History of our Civilization again.

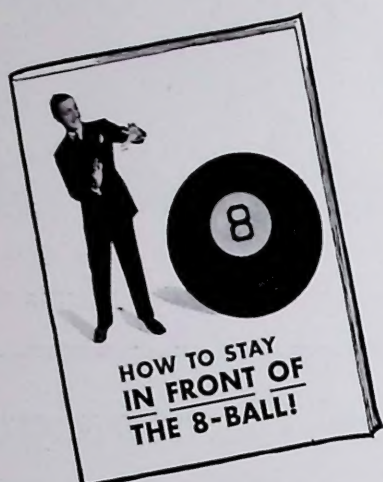
We, the Motion Picture Industry of Canada, are happy that we have the vision and the right to offer ourselves for a Win The War campaign. We are primarily Show People and we are using our talents for the Service of our Government and The Allies by giving the people of the Dominion of Canada a free show and a good show, the admission to this show the purchase of War Savings Certificates. To Win The War we need to be of good cheer and we need dollars, millions of dollars.

The Canadian Motion Picture Industry's "Win The War Campaign" will start off on Dominion Day, July 1st, when the sale of the War Savings Certificates will be introduced at the theatres across the Dominion, the Free Show to be held on Sunday, July 14th, at nine o'clock.

For the first time in the history of Motion Pictures in Canada there has been a "get-together" in which all are working for a service outside of their own personal interests. The Service which unites us all on this "Win The War Campaign" is the same quality of service which has inspired every volunteer for Active Service on land, on sea and in the air. We have united in defence of Liberty. We have pledged ourselves to "Win The War" with everything that we have, this mobilization of the Canadian Moving Picture Industry is the first victory of our Service.

—Editor.

PREPAREDNESS!



On every Film Row of the Nation everybody's saying:
"M-G-M to the rescue again!"
Ten million dollars in 9 Big M-G-M attractions right now and all summer long! Look!

SPENCER TRACY
"EDISON, THE MAN"

★

JOAN CRAWFORD
FREDRIC MARCH
"SUSAN AND GOD"

★

MARGARET SULLAVAN
JAMES STEWART
Robert Young • Frank Morgan
"THE MORTAL STORM"

★

CLARK GABLE
SPENCER TRACY
CLAUDETTE COLBERT
HEDY LAMARR
"BOOM TOWN"

VIVIEN LEIGH
ROBERT TAYLOR
"WATERLOO BRIDGE"

★

JEANETTE MACDONALD
NELSON EDDY
"NEW MOON"

★

"ANDY HARDY MEETS DEBUTANTE"
Lewis Stone • Mickey Rooney • Judy Garland

★

GREER GARSON
LAURENCE OLIVIER
"PRIDE AND PREJUDICE"

★

NORMA SHEARER
ROBERT TAYLOR
"ESCAPE"

When they talk about next year
ask them what about right now!

RAY PRESENTS



THE Canadian Motion Picture Industry has mobilized every department of Motion Pictures under a campaign slogan of "Canadian Moving Picture Industry Win The War Campaign". The sponsorship for this mobilized "Win The War Campaign" is The Canadian Picture Pioneers. Mr. N. L. Nathanson is Chairman of this Dominion-wide Film War Service, having accepted this office at the request of leaders of the Canadian Motion Picture Industry, including all distributors and exhibitors of Canada, Equipment and Accessory companies. Other officers elected are Mr. Clair Hague, Vice-President, and Ray Lewis, Secretary-Treasurer.

The Campaign received its initial start at a mass meeting of exhibitors and distributors including other film representatives at the Victoria Theatre on the morning of Wednesday, June 19th. Hundreds of film representatives attended the meeting. Mr. Clair Hague was in the chair as Chairman, and made the address of welcome, followed by some explanatory comments covering the sponsorship of the Canadian Picture Pioneers and the inception of this voluntary mobilization of Motion Pictures for "Win The War" service. Mr. Hague then turned the meeting over to Mr. J. J. Fitzgibbons, who carried on with the business of the meeting.

Ray Lewis was called on to make a report on the work already accomplished and the report from the Government Department with which she and Mr. Syd. Taube had been in personal contact. Miss Lewis reported that she had spent Friday in Ottawa travelling there in company with Mr. Syd Taube as representative of the Canadian Picture Pioneers; and had taken up the matter of bringing stars to Canada with Mr. Leo Dolan, head of the Transport Dept. Mr. Dolan had assured the Canadian Picture Pioneers that his department would give us every co-operation, after we explained to him that our interest in bringing Film Stars to Canada was coupled with our desire to use the service of these stars, not only for publicizing Tourist Trade, but for the stimulation of a War Service campaign under our auspices. A telegram from Louis B. Mayer accepting the Chairmanship of a Hollywood Committee for the purpose of bringing stars to Canada was then read.

MR. J. J. FITZGIBBONS addressed the meeting, explaining that it was the purpose of the mobilized Motion Picture Industry of Canada to run a free show on a Sunday night, at nine o'clock so that this would not interfere with church services. Admission to these free shows in every theatre in Canada would be through the purchase of War Savings Certificates. The date set for the free show would be Sunday, July 14th. The schedule of admission is as follows: For theatres under twenty-five cents admission, the public would be required to buy two War Saving Stamps which would cost the public fifty cents. When the purchaser secures these stamps from the theatre he or she wishes to attend the purchaser will receive in return a ticket of admittance to the theatre and will retain the War Savings Stamps which is the purchaser's investment. In other words the purchaser of War Savings Stamps keeps the stamps and the theatres provide the purchaser with an evening's entertainment. This free show is the Canadian Motion Picture's contribution toward the "Win The War Campaign".

Mr. Fitzgibbons informed the mobilized Motion Picture Industry of Canada that Mr. N. L. Nathanson has arranged with the Hays' Motion Picture Producers and Distributors Association to furnish all film free to the theatres for the free shows. In addition there will be added attractions, the managers of the respective theatres being in charge of their own programs.

Theatres which have an admission of twenty-five cents and over will request those who wish to attend the free show to purchase not less than four War Savings Stamps; and the larger theatres which will have personal appearances of stars will request those who wish to attend the free show, to purchase not less than a War Saving Certificate which costs the purchaser four dollars; but which the Government will redeem at five dollars.

Mr. Oscar Hanson and Mr. J. J. Fitzgibbons were appointed members of the Industry's Organization Committee, and special delegates to go to Hollywood to confer with Mr. Louis B. Mayer, Chairman of the Hollywood Committee for the purpose of bringing stars to Canada for personal appearances. As many British stars as are available will be approached to lend their services for this "Win The War Campaign". American stars will also be invited to come to Canada to make personal appearances. The service of the stars will be given free, arrangements being made to cover their expenses by way of travelling. Mr. Fitzgibbons and Mr. Hanson are flying by plane to Hollywood. Mr. Robert Vogel is Vice-Chairman of Mr. Louis B. Mayer's Committee.

MR. HANSON briefly explained that The Canadian Picture Pioneers was a chartered motion picture organization and as such was eligible to raise funds for War Service. It is necessary to have been in motion pictures for twenty-five years in order to be eligible for membership in The Canadian Picture Pioneers Club. Mr. Hanson explained that Mr. Nat Taylor, Vice-President of the Independent Theatres Association, and Mr. Harry Alexander, the President, together with the other officers of the Association and its members, had offered the fullest co-operation, as had other Independent units not affiliated with any organization. Mr. Hanson then introduced Mr. Cecil Snyder, K.C., Deputy Attorney-General for the Province of Ontario. Mr. Snyder offered his congratulations to the Motion Picture Industry on the voluntary mobilization of all of its forces, stating that the Ontario Government not only appreciated this Offer of Service, but would co-operate in every way to make this Film War Service most effective.

The Deputy Attorney-General made some comments in connection with Sunday performances, explaining the meaning and application of the Lord's Day Alliance Act, and how it functioned throughout the Dominion, and in the various provinces. The Motion Picture Industry expressed its appreciation of the visit of the Deputy Attorney-General and received his address with great applause.

Mr. Earl Lawson, M.P., who is a member of the Executive of the "Win The War Campaign" was the next speaker. Mr. Lawson, together with Mr. T. Bragg of Famous-Players Canadian Corp., was assigned to take care of all legal matters in connection with the free Sunday Shows, and to make the necessary Government contracts. Mr. Lawson spoke enthusiastically.

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Empire-Universal Films Holds Annual Sales Convention



A. W. PERRY

Toronto, Ont. — Empire-Universal Films Limited held their Sales Meeting for the 1940-41 year, at the Royal York Hotel here, opening Friday, June 14th, through Monday the 18th. The meeting was officially opened by Mr. A. W. Perry, General Sales Manager for Canada, who welcomed the delegates on behalf of the company.

Following a speech by Mr. Paul Nathanson, Vice-President of Empire-Universal, who also extended a welcome to the boys, complimenting them on the good job they did last year, the meeting was turned over to Mr. W. Scully, General Sales Manager of Universal Pictures, and Mr. Frank McCarthy, Eastern Division Sales Manager of Universal. Mr. Scully stressed that Universal plans the biggest season in the history of the company, with the

following pictures, shorts and serials to be delivered by Universal during the 1940-41 season:

Two Deanna Durbins
"Back Street" by Fannie Hurst
"When the Daltons Rode"
Irene Dunne Production
Marlene Dietrich
Bing Crosby Production
"Trail of the Vigilantes"
Charles Boyer in a Pasternak-Koster Production
"Riviera"
W. C. Fields Production
Gloria Jean
Two Dead End Tough Guys
Three Special Frank Lloyd Productions
Seven Arlen-Devine
Seven Johnny Mack Browns
William Seiter Production
Bob Burns-Martha Raye Production
George Marshall Production
Damon Runyon Production

Mayfair Production
Two Baby Sandy Productions
Victor MacLaglen Picture
Hugh Herbert Production (Two)
"Invisible Woman"
"Argentine Nights"
"Black Cat"
Karloff and Lugosi
"Moonlight in Hawaii"
Marquee Pictures

The shorts include: 12 musicals, 13 one-reel subjects, 15 "Stranger Than Fiction", 15 "Going Places", 6 Color Cartune Classics.

The first day's meeting closed with a banquet tendered to Messrs. Scully and McCarthy, as well as guests of Empire-Universal. At the head table were Mr. O. R. Hanson, President of Empire-Universal; Mr. Paul Nathanson, Vice-President; A. W. Perry,

General Sales Manager; Mr. J. J. Fitzgibbons and Mr. Ben Geldsaler of Famous Players Corp., Colonel John A. Cooper, O. J. Silverthorne, Chairman of the Ontario Board of Censors, and Mr. Nat Taylor of Exhibitors Booking Association. Present were Clair Hague, Universal representative; Frank Vaughan, Winnipeg; Wolfe Blankstein, Calgary; Ben Plottel, Vancouver; Mickey Isman and Larry Druxerman, Montreal; Jerry Hoyt, St. John. Those attending from Toronto were Frank Fisher, Sam Brint, Joe Palansky and Frank Gilbert. Perry Wright and Gordon Wilson of the Contract Department of Head Office and Walter Kennedy of the Publicity Department, also attended.

The morning session on Saturday was devoted to routine business, while the afternoon session was turned over entirely to the introduction of a new line-up of product which will be released by Empire-Universal Films - Esquire Films, of which company Archie Laurie is the President. Mr. Laurie was formerly associated with Empire-Universal in the position of Assistant General Manager to Mr. Perry. Mr. Laurie outlined the production line-up:

"Convoy"
"Young Man's Fancy"
"Cheer Boys Cheer"
"Saloon Bar"
"Sailors Three"
"I See Ice"
"The Human Monster"
"Let George Do It"
"The Proud Valley"
"Return to Yesterday"
"It's In the Air"
"John and Marion"
"The Outsider"
"I Killed The Count"

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At the Empire-Universal Films Convention — Standing: Harry Painter, James Grainger, A. W. Perry, Paul Nathanson. Back Row: Ben Plottel, Perry Wright, Joe Palansky, Sam Brint, Frank Fisher and Mickey Isman. Front Row: Walter Kennedy, Frank Vaughan, Frank Gilbert, Jerry Hoyt, Larry Druxerman and Wolfe Blankstein.

Committees Appointed For The Canadian Motion Picture Industry "Win The War Campaign"

SPONSORED BY THE CANADIAN PICTURE PIONEERS

Officers

N. L. Nathanson, Chairman; Clair Hague, Vice-President; Ray Lewis, Secretary-Treasurer.

Executive

The Board of the Canadian Picture Pioneers, and the following additional members:

T. M. Bragg, Nat Taylor, R. Bolstad, Hon. Earl Lawson, M.P., Col. John Cooper, Ben Geldsaler, J. J. Fitzgibbons, Oscar Hanson, Harry Alexander, Haskell Masters, Herbert Allen, Leo Devaney, Jim O'Loughlin.

Committees of the Executive Industry Organization

Haskell Masters, Leo Devaney, Nat Taylor, J. J. Fitzgibbons, Oscar Hanson, Col. John Cooper, Jim O'Loughlin, Harry Alexander, Clair Hague, Herbert Allen, Archie Laurie.

Toronto and Ontario Divisions

Harry Alexander, Clair Hague, Herbert Allen, Archie Laurie (with some others to be added).

Hollywood Committee

Louis B. Mayer, Robert Vogel, Hollywood; Oscar Hanson, J. J. Fitzgibbons.

Publicity Director: George Mitford.

Office Manager at Toronto Headquarters: Wm. Gladish (6th Floor, Film Building, 277 Victoria Street, Toronto).

Finance Committee: Mr. R. Bolstad and Mr. T. Bragg.

Government Contact: Mr. T. Bragg and Hon. Earl Lawson.

Trust Fund Establishment: Mr. B. Geldsaler and Mr. R. Bolstad.

Trustees: Canadian Picture Pioneers Win The War Fund. (Signees, Clair Hague and Ray Lewis.)

Program Committee

J. J. Fitzgibbons, Ben Geldsaler, Oscar Hanson, Col. John Cooper.

Travelling Delegates

Haskell Masters, Jim O'Loughlin, Leo Devaney, Nat Taylor, Col. John Cooper, Oscar Hanson, J. J. Fitzgibbons, (also Ontario Committee).

Toronto Sub-Committee

Harry Lester, Harry Ginsler, Harry Firestone, Ben Ulster, Sam Lester, H. Alexander, Archie Laurie, (others to be added).

Exchange Representatives for Dominion-wide Representation in Selected Territories

Toronto: Regal Films, Henry Nathanson and Ted Gould. Montreal: Paramount, Manny Brown. St. John: RKO, Leslie Plottel, Winnipeg; Warner Bros., Lou Geller. Calgary: Fox, Ben Skorey. Vancouver: Empire-Universal, Ben Plottel. Auxiliary Exchanges: United Artists and Columbia.

Toronto Exchanges Committees

Herb Allen, Columbia. Harry Bailey, Fox. M. Plottel, RKO. Joe Plottel, Warner Bros. Harry Painter and Frank Fisher, Empire-Universal. Ted Gould and Henry Nathanson, Regal Films. Jack Hunter, Paramount. Sam Glazer, United Artists. Archie Laurie, Esquire Films. Harry Allen, Grand National. Harry Price, Superior Films.

All officers act ex-officio on all committees.

RAY PRESENTS

(Continued from Page 3)

astically of the Industry's Voluntary Mobilization and said that this was not a time for words but deeds, a time to work because boundaries were rapidly being wiped out and we in Canada faced The Enemy.

THE meeting was thrown open to speakers from the members at large, and exhibitors expressed themselves as in accord with the whole plans of the campaign. Mr. Simon Meretsky emphasizing that it would be easy for us to get our objective of a \$1,000,000, for he had in his own city of Windsor secured \$11,000 through a personal appeal for War Services, and he had accomplished this in a few hours work.

The meeting adjourned, following a motion by Nat Taylor, that a standing vote be taken by all those present in approval of the plans as presented. Everyone present enthusiastically responded. Jule Allen moved that each theatre be taxed one cent per seat to cover the costs of organization. This motion was seconded by Harry Alexander, but later the motion was amended to make the voluntary tax two cents per seat for every theatre in Canada.

Mr. Leo Devaney moved that the meeting be adjourned until the committees appointed and the Executive could get to work to make reports.

Mr. George Mitford was appointed director of publicity to work in co-operation with the publicity committee of the Canadian Picture Pioneers, the latter committee is Tom Daley of the Imperial Theatre, Toronto; Syd Taube of Automatic Confectioners, and Ray Lewis, The Digest. The Publicity Committee will be augmented by publicity representatives from the various exchanges and to this number will be added representatives of the accessory companies,

Mr. Ben Cronk, Mr. Clair Appell, Mr. Nairn, etc. The Associated Screen News, The Film Laboratories of Canada, and the Government Motion Picture Bureau at Ottawa, under the directorship of Captain Frank Badgely, the latter who attended an Executive meeting at Toronto. Captain Badgely will arrange for the necessary trailers to be used in advance and during the "Win The War Campaign".

One sheets, half-sheets, registration blanks and other necessary literature will be furnished to the exhibitors free. A publicity campaign from coast to coast will be inaugurated, with Radio announcements to be arranged by the Chairman, Mr. N. L. Nathanson, who is Vice-President of the CBC.

FOLLOWING the general meeting a meeting of the Executive was called and special committees were appointed. A general meeting has been called for Friday, June 21st, at the Victoria Theatre, Toronto, at 2 P.M. Every theatreowner and exhibitor in Ontario was sent a telegram calling him to this meeting. Arrangements were made for representative committees to travel to Montreal, St. John, Halifax, Vancouver, Winnipeg, Calgary, to hold mass meetings with film representatives at these respective points; and to assist each local centre to organize for this "Win The War Campaign".



Trans-Canada Showings

TORONTO

AVENUE

"Hell's Angels" (Superior Films release).

IMPERIAL

"Beau Geste" (Paramount), with Gary Cooper, Ray Milland and Robert Preston.

LOEW'S

"Our Town" (United Artists), with William Holden and Martha Scott, also "40 Little Mothers" (Metro-Goldwyn-Mayer), with Judith Anderson, Rita Johnson and Baby "Chum".

SHEA'S

"Women In War" (Republic), with Elsie Janis, Wendy Barrie and Patrick Knowles.

UPTOWN

"Brother Orchid" (Warner Bros.), with Edward G. Robinson, Ann Sothern and Humphrey Bogart.

MONTREAL

CAPITOL

"20 Mule Team" (Metro-Goldwyn-Mayer), with Wallace Beery, Leo Carrillo and Marjorie Rambeau, also "The Ghost Comes Home" (Metro-Goldwyn-Mayer), with Frank Morgan.

LOEW'S

2nd week. "Waterloo Bridge" (Metro-Goldwyn-Mayer), with Vivien Leigh and Robert Taylor.

ORPHEUM

2nd week. "The House Across the Bay" (United Artists), with George Raft and Joan Bennett.

PALACE

"For Freedom" (Empire-Universal), with Will Fyffe.

PRINCESS

"Alias the Deacon" (Universal), with Bob Burns and Mischka Auer, also "Enemy Agent" (Universal), with Richard Cromwell and Helen Vinson.

WINNIPEG

CAPITOL

"Lillian Russell" (20th Century-Fox), with Alice Faye, Don Ameche and Henry Fonda.

GAITY

"Northwest Passage" (Metro-Goldwyn-Mayer), with Spencer Tracy, Robert Young and Ruth Hussey.

GARRICK

3rd week. "The Doctor Takes A Wife" (Columbia), with Loretta Young and Ray Milland.

LYCEUM

"Kildare's Strange Case" (Metro-Goldwyn-Mayer), with Lew Ayres, Lionel Barrymore and Laraine Day, also "The Saint Takes Over" (RKO Radio), with George Sanders and Wendy Barrie.

METROPOLITAN

"Dr. Cyclops" (Paramount) in Technicolor.

CALGARY

CAPITOL

"Young Tom Edison" (Metro-Goldwyn-Mayer), with Mickey Rooney, Fay Bainter and George Bancroft.

PALACE

"Too Many Husbands" (Columbia), with Jean Arthur, Fred MacMurray and Melvyn Douglas.

STRAND

"Judge Hardy and Son" (Metro-Goldwyn-Mayer), with Lewis Stone, Mickey Rooney, Cecilia Parker and Fay Holden.

VANCOUVER

CAPITOL

"Waterloo Bridge" (Metro-Goldwyn-Mayer), with Vivien Leigh and Robert Taylor.

DOMINION

"Northwest Passage" (Metro-Goldwyn-Mayer), with Spencer Tracy, Robert Young and Walter Brennan.

ORPHEUM

"For Freedom" (Empire-Universal), with Will Fyffe.

PLAZA

"Dark Command" (Republic), with Claire Trevor, John Wayne and Walter Pidgeon.

STRAND

"Star Dust" (20th Century-Fox), with Linda Darnell, John Payne and Roland Young, and "Shooting High" (20th Century-Fox), with Jane Withers and Gene Autry.

(Continued from Page 4)

Sunday was devoted to strictly routine business discussions between branch managers and Mr. Perry. Monday was Republic Day, with Mr. James R. Grainger, President and General Sales Manager of the company, outlining Republic's policy for the 1940-41 season. He pointed out that his company intended to spend nine and a half million dollars in production for 1940-41. He announced the following line-up:

Four Deluxe Productions
12 Anniversary Productions
6 Supreme Autry Productions
8 Mesquiteer Productions
4 Republic Serials
2 Special Premiere Productions
10 Jubilee Productions
8 Historical Westerns
(Roy Rogers)
8 Action Westerns

Mr. Perry replied to Mr. Grainger, thanking him for his message, following which Paul Nathanson also thanked Mr. Grainger and assured him that Empire-Universal would live up to everything expected of them during the coming season.

The Convention closed with a banquet tendered Mr. Grainger by Empire-Universal Films. The head table guests were J. R. Grainger, Oscar Hanson, Paul Nathanson, A. W. Perry, J. J. Fitzgibbons, Ben Geldsaler and R. W. Bolstad.

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